

**Amendments to and Listing of the Claims:**

Please cancel claims 9 and 19-20, amend claims 1, 12 and 22, and add new claim 25 as follows:

1. (currently amended) A method for managing selection and insertion of advertisements, the method comprising:

determining an avail bandwidth and subscriber characteristics for an advertisement opportunity within a program stream;

receiving ~~at least one request~~ a plurality of requests for advertisement presentation, each request associated with an advertisement and the at least one request including advertisement characteristics comprising intended target market characteristics and minimum bandwidth requirements, wherein the minimum bandwidth requirements represent required amount of bandwidth available within the program stream for the advertisement to be inserted, wherein each of the plurality of requests may be fulfilled by inserting the associated advertisements into one of a plurality of available advertisement opportunities;

selecting two or more targeted advertisements associated with the received plurality of requests, wherein each of the selected advertisements fit the avail bandwidth and subscriber characteristics of ~~for insertion into the~~ advertisement opportunity, wherein the two or more targeted advertisements are selected by correlating the intended target market characteristics to the subscriber characteristics and comparing the avail bandwidth to the minimum bandwidth requirements;

presenting a purchase offer for the advertisement opportunity to advertisers associated with the selected two or more targeted advertisements in response to the selecting two or more targeted advertisements, the purchase offer containing the results of the correlation and advertisement opportunity characteristics;

receiving, in response to the purchase offer, one or more bids from at least one of the advertisers for the advertisement opportunity; and

selecting a winning advertiser based at least in part on the one or more received bids.

2. (previously presented) The method of claim 1, wherein said selecting targeted advertisements includes selecting advertisements having minimum bandwidth requirements in close proximity to the avail bandwidth.

3. (previously presented) The method of claim 1, wherein said selecting targeted advertisements includes selecting advertisements having minimum bandwidth requirements less than or equal to the avail bandwidth.

4. cancelled

5. (previously presented) The method of claim 1, wherein said determining subscriber characteristics includes receiving node characteristics that are an aggregate of the subscriber characteristics for subscribers associated with a node.

6. (previously presented) The method of claim 1, wherein said determining subscriber characteristics includes receiving the subscriber characteristics from publicly available data.

7. (previously presented) The method of claim 6, wherein the publicly available data includes real estate records and tax assessment records.

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8. (previously presented) The method of claim 1, wherein said determining subscriber characteristics includes receiving subscriber characteristics associated with a group of subscribers.

9. cancelled

10. (previously presented) The system of claim 1, wherein the intended target market characteristics include demographics.

11. (previously presented) The method of claim 10, wherein a probabilistic distribution is assigned to various demographic attributes.

12. (currently amended) The method of claim 1, further comprising inserting the targeted advertisement associated with the winning advertiser into the avail.

13. (previously presented) The method of claim 12, further comprising delivering the advertisement to at least some subset of the subscribers.

14. (previously presented) The method of claim 13, wherein the subset includes individual subscribers.

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15. (previously presented) The method of claim 13, wherein the subset includes a group of subscribers.

16. (previously presented) The method of claim 15, wherein the group of subscribers are generated based on connectivity.

17. (previously presented) The method of claim 13, wherein the subscribers include at least some subset of individuals, households, and groups.

18. (previously presented) The method of claim 1, wherein said determining includes determining the avail bandwidth for the advertisement opportunity within a program stream that is part of a multiplexed stream having a plurality of program streams, wherein the multiplexed stream is allocated a multiplex bandwidth and the multiplex bandwidth is divided among the plurality of program streams into program bandwidths, the program bandwidth allocated based on bit rate associated with program contents, and wherein the avail bandwidth is based on the bandwidth available in the multiplexed stream during the advertisement opportunity.

19-21. cancelled

22. (currently amended) A computer implemented method for managing selection and insertion of advertisements into a program stream, the method comprising:

receiving, at a first computing device, a program stream having a time varying bit rate and at least one advertisement insertion opportunity, and wherein the at least one advertisement

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insertion opportunity has an advertisement insertion opportunity bit rate and subscriber characteristics associated therewith;

receiving a plurality of requests for advertisement presentation, each request associated with an advertisement, wherein each of the plurality of requests may be fulfilled by inserting the associated advertisements into one of a plurality of available advertisement opportunities;

selecting a set of advertisements from the received plurality of requests for insertion into the program stream, wherein each advertisement within the set of advertisements has a minimum acceptable bit rate and intended target market characteristics, wherein the minimum acceptable bit rate represents minimum available bit rate for the advertisement to be played in an acceptable format;

determining if the minimum acceptable bit rate is greater than or less than the advertisement insertion opportunity bit rate;

transmitting, to at least one second computing device, a purchase offer for insertion of the advertisements within the set of advertisements to advertisers associated with the selected advertisements in response to the selecting the set of advertisements, wherein only advertisers associated with the selected advertisements receive the purchase offer;

receiving, in response to the purchase offer, one or more bids associated with at least one of the advertisements in the set of advertisements for insertion of the advertisements into the program stream; and

selecting an advertisement for insertion based at least in part on the received one or more bids and when the minimum acceptable bit rate is less than the advertisement insertion opportunity bit rate and the intended target market characteristics have a sufficient level of comparison to the associated subscriber characteristics.

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23. (previously presented) The method of claim 22, further comprising halting the insertion of the digitally compressed advertisement when the minimum acceptable bit rate is greater than the advertisement insertion opportunity bit rate.

24. (cancelled)

25. (new) A method for selecting advertisements for insertion into a program stream having a plurality of advertisement opportunities, the method comprising:

determining an avail bandwidth and subscriber characteristics for a first advertisement opportunity in the program stream;

receiving a plurality of advertisement presentation requests, each request corresponding to a desired advertisement and including advertisement characteristics for the desired advertisement, the advertisement characteristics comprising intended target market characteristics and minimum bandwidth requirements;

determining, for the first advertisement opportunity, a subset of the plurality of advertisement presentation requests having minimum bandwidth requirements matching the avail bandwidth;

correlating the subscriber characteristics of the first advertisement opportunity and the target market characteristics of each request of the subset of advertisement presentation requests;

selecting two or more requests from the subset of advertisement presentation requests based at least in part on the correlating;

presenting, to advertisers associated with the selected two or more requests, a purchase offer for the first advertisement opportunity, the purchase offer comprising advertisement opportunity characteristics and results of the correlation;

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receiving bids for the advertisement opportunity in response to the purchase offer; and

selecting a winning bid for the first advertisement opportunity.